

WEEK OF
March 2, 1959

fashion calendar

january

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1959

19th YEAR • A WEEKLY PUBLICATION

july

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 27, 1959</u>			
Thursday Feb. 26 9:30 A.M. Breakfast	PREVIEW: FALL-WINTER KNIT FABRICS Alamac will present their Fall-Winter knit fabrics to the press. By invitation. Contact: Harriet Miller, OX. 5-1445.	ALAMAC KNITTING MILLS	1412 BROADWAY SHOWROOM - 17TH FLOOR
Thursday Feb. 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing during luncheon of Spring fashions by Richard Cole, available at "Miss Bergdorf". Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Richard Cole contact: John Brunelle, BR. 9-5644. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 26 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF FALL COLORS & FABRICS Larry Gabbe and Sandy Elias of Lawford Fabrics will be present at an informal showing of their Fall colors and fabric originalities. By invitation. Publicity: Gladys Steiner at Lester Harrison Inc., PL. 1-6630.	LAWFORD FABRICS	450 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 27 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-ORDER Sophie, with the assistance of Stephen Erklin, will present her Spring collection. By invitation. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
<u>WEEK BEGINNING SUNDAY, MARCH 1, 1959</u>			
Sunday March 1- March 8	FIFTEENTH ANNUAL ANTIQUES SHOW Exhibit by over 300 antique dealers. Commemorating 350th anniversary of Henry Hudson's discovery of Manhattan Island; 250th anniversary of invention of piano; and special exhibit of pre-Columbian and primitive art. Also, 24 decorated rooms showing many uses of antiques. Hours: Sunday, 1:00-7:00 P.M.; daily, 1:00-11:00 P.M. Admission: \$1.55, including tax. Publicity: Milton Rubin Associates, 1270 Sixth Avenue, CI. 6-3358.	LEADER ENTERPRISES INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Monday March 2 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. Publicity: Nancy Rank, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Monday March 2 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON "Back-To-Femininity-Look"--showing of Spring fashions by American designers. Press by invitation. Public by reservation: DI. 3-3030, (N.J.) Publicity: Lynn Farnol, JU. 6-5777.	BAMBERGER'S (PARAMUS, N.J.)	THE CONTINENTAL GARDEN ST. PL. (PARAMUS)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 2 4:00 P.M. Cocktails	PARIS REPORT FOR THE PRESS The American Rayon Institute presents its Paris report to the press, with showing of original models designed by Balenciaga, Cardin, Dior, Givenchy, LaRoche in French fabrics made with rayon. By invitation. Additional showings: <u>March 3</u> at 2:30 P.M.; <u>March 4</u> at 10:30 A.M. and 2:30 P.M.; <u>March 5</u> at 2:30 P.M. Publicity: Ruth Hammer Associates, EL. 5-7872.	AMERICAN RAYON INSTITUTE	EMPIRE STATE BUILDING SHOWROOM - 59TH FLOOR
Tuesday March 3 9:00 A.M.- 5:00 P.M.	PARIS IMPORTS AND FALL-WINTER FABRICS Exhibit of Du Pont's Paris import collection in fabrics containing man-made fibers, and preview of about 30 selected fabrics in Du Pont fibers, representing the highlights of Fall-Winter market for women's and children's wear. By invitation. Contact: Dorothy Gromann, LO. 3-6400, Ext. 404. <u>Trade Showings beginning March 3 - 11.</u> By appointment. Contact: Ethel Radon, LO. 3-6400, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING SHOWROOM - 4TH FLOOR
Tuesday March 3 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Press preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 3 12:00 Noon Luncheon	SPECIAL REPORT ON EUROPEAN COLLECTIONS Report on European collections by Kay Silver, fashion editor, "Mademoiselle", at luncheon. Price: \$6.00 (members); \$7.50 (guests). Contact: WI. 7-0324.	N.Y. FASHION DESIGNERS INC. (1457 BROADWAY)	HOTEL ASTOR CORAL ROOM
Tuesday March 3 12:30 P.M. Luncheon	MATERNITY FASHIONS DURING LUNCHEON Page Boy Maternity Fashions, available at Lord & Taylor. Press by invitation. Public by reservation: "Andre", TE. 8-8000. Page Boy contact: BR. 9-2521. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PAGE BOY MATERNITY FASHIONS (1407 B'WAY)	HOTEL PIERRE ROOF GARDEN
Thursday March 5 8:30 A.M. Breakfast	PREVIEW OF PARIS COLLECTIONS "Mademoiselle" will preview the Spring Paris collections. For New York buying office executives. By invitation. Contact: Frances Hodges, PL. 9-2080.	MADMOISELLE MAGAZINE (575 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday March 5 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS Martin's will present their Spring coats, suits, dresses and children's fashions. By invitation. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR LOUNGE
Thursday March 5 12:30 P.M. Luncheon	LUNCHEON SHOWING OF COATS AND SUITS Presentation of George Carmel's Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. George Carmel contact: Estelle Schwarz, LA. 4-3310. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL CORP. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday March 5 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Spring and Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 6 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Spring import collection at breakfast and luncheon with report by Jessica Daves, "Vogue" Magazine. Ready-To-Wear Co-Chmn: Edith Raymond and Babs Simpson. Prices: <u>Breakfast</u> --\$6.00 (members), \$10.00 (guests); <u>Luncheon</u> --\$8.00 (members), \$15.00 (guests). One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Saturday March 7- March 15	N. Y. COLISEUM ANTIQUES FAIR Antiques from all parts of the world on display and for sale, with emphasis on Americana. Hours: 1:00 - 11:00; <u>Sunday</u> , 2:00 - 11:00. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday March 7- March 14	INTERNATIONAL FLOWER SHOW Forty-second annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club, will have as its theme "A Garden Community" and "International Exhibits from Abroad". Tickets: \$2.00 (adults); 90¢ (children). Publicity: Leonard H. Roller at Ruder & Finn, 130 East 59th Street, PL. 9-1800.	HORTICULTURAL SOCIETY; N. Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday March 9 12:30 P.M. Luncheon	SPRING SPORTSWEAR FOR MEN AND WOMEN "His and Hers"--showing Spring country sportswear for men and women. Press by invitation. Public by reservation: DI. 3-3030 (N.J.) Publicity: Lynn Farnol, JU. 6-5777.	WALLACH'S (PARAMUS, N.J.)	THE CONTINENTAL GARDEN ST. PL. (PARAMUS)
Monday March 9- March 14	FIFTY-SIXTH ANNUAL AMERICAN TOY FAIR About 1500 exhibitors will show at the 1959 Toy Fair, with temporary exhibits in Hotels McAlpin and New Yorker. In addition there will be permanent showroom exhibits at 200 Fifth Ave. and 1107 Broadway. Press conference, Mon., March 9 at 10:00 A.M. at Hotel McAlpin. Press display room open from Mon., March 9 at 12:00 Noon to March 11 at 12:00 Noon. Publicity: Sydney D. Kronish, OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A. INC.	HOTELS McALPIN & NEW YORKER
Tuesday March 10 9:30 A.M. Breakfast	PRESS PREVIEW: SUITS BY DAVID CRYSTAL Best's will preview Spring suits by David Crystal for the press. By invitation. Publicity: Barbara Birkelund, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Tuesday March 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 10 12:30 P.M. Luncheon	DESIGNER FASHIONS AND FURS DURING LUNCHEON Spring collection of designer fashions by Else Fritz; furs by Fredrica. Press by invitation. Public by reservation: "Andre", TE. 8-8000. Contact: Kitty Kraus, PL. 8-0111 or EL. 5-9371. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ELSE FRITZ; FREDRICA FURS	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 10 2:30 P.M.	PRESS PREVIEW: CUSTOM- ORDER AND FUR FASHIONS Preview for the press of custom-order Spring fashions designed by Muriel King; furs by Mr. Anthony. By invitation. Contact: Louise Bralow, MU. 9-2933 or PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Wednesday March 11 2:30 P.M.- 5:30 P.M.	PANORAMA OF HIGH FASHION HAIR PIECES "Letting Our Hair Down"--press preview of Summer and Fall "wig-waggery". Boutique exhibit, 2:00 - 3:00 P.M. Fashion revue of advance hair style trends, "Hair-do High Jinks", 3:30 - 6:00 P.M., followed by informal supper dancing. By invitation. Publicity: Gertrude L. Rossiter, PL. 9-7200.	JOS. FLEISCHER & CO. (12 WEST 27TH STREET)	NOLA-STEINWAY HALL 113 W. 57 (3RD FLOOR)
Wednesday March 11 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Galanos will present his Summer collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
Thursday March 12 9:30 A.M. Breakfast	PREVIEW OF NEW HAIR RINSE "Color Tint Dog Walk"--introduction to the press of new hair rinse, with a showing of "Fashions In Color" at 10:00 A.M. By invitation. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	655 FIFTH AVENUE SALON - 6TH FLOOR
Thursday March 12 12:30 P.M. Luncheon	ITALIAN FASHIONS AT LUNCHEON SHOW Spring and Summer fashions by Mingolini Gugenheim of Rome, available at Hotel Plaza. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MINGOLINI GUGENHEIM OF ROME	HOTEL PLAZA TERRACE ROOM
Sunday March 15- March 18	NINTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showing of Summer fashions manufactured in Dallas. By invitation. Contact: Mrs. Velma McKee, Dallas Fashion Center, 913 Tower Petroleum Building, Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
March 17	ST. PATRICK'S DAY (Tuesday)		
Postponed March 18	ANGLO'S SHOWING OF FALL FABRIC FORECAST, ORIGINALLY SCHEDULED FOR WEDNESDAY, MARCH 18, HAS BEEN POSTPONED. (New Date Will Be Set In June.) Contact: Mrs. Lee Siegel, PE. 6-2230.		
Thursday March 19 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 19 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Abe Schrader's Spring and early Summer fashions, designed by Belle and Will Saunders, available at "Miss Bergdorf". Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ABE SCHRADER (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Candelled March 19	STUDIO K'S "KALEIDOSCOPE FASHION AWARD" ORIGINALLY SCHEDULED FOR MARCH 19 AT 4:00 P.M. HAS BEEN CANCELLED. Contact: Jack Clarke, LO. 4-0036.		
Tuesday March 24 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Spring and early Summer dresses and ensembles by Leonard Arkin, available at B. Altman & Co. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Leonard Arkin Publicity: Lois Lapper, WI.7-5324. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LEONARD ARKIN & SON (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Wednesday March 25 4:00 P.M.- 6:00 P.M.	SPECIAL SHOWING OF INTERNATIONAL FASHIONS "Make it Pay...Make it Gay...With Frivolité"--an inspirational international fashion showing for American designers sponsored by the Pleaters, Stitchers and Embroiderers Ass'n. By invitation. (Note Change Of Date.) Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	PLEATERS, STITCHERS & EMBROIDERERS ASS'N	SHERATON-EAST HOTEL BALLROOM
March 26	HOLY THURSDAY		
March 27	GOOD FRIDAY		

EASTER ACTIVITIES IN NEW YORK CITY

Saturday March 28 2:00 P.M.	THIRTEENTH ANNUAL EASTER EGG-ROLLING Arnold Constable will present their thirteenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
Sunday March 29 1:00 P.M. And 3:00 P.M.	EASTER FASHION SHOW-- MILLINERY AND FURS "Pink Champagne and Roses"--dresses by Martier-Raymond; millinery by John Frederics; furs by Harry L. Hammer; jewelry by Marvella and gloves by Dawnelle. Reservations--\$6.00; Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	MARTIER-RAYMOND; JOHN FREDERICS; HARRY HAMMER	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday March 29 1:30 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Millinery by Emme and furs by Revillon Freres will highlight the luncheon fashion show for the Judson Health Center. Reservations: "Banquet Dept.", PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EMME; REVILLON FRERES	HOTEL PLAZA RENDEZVOUS ROOM
Sunday March 29 1:30 P.M. Luncheon	MILLINERY FASHIONS AT EASTER LUNCHEON Mr. John will present his "American Empire" collection for benefit of the Children's Cancer Fund. Reservations: "Banquet Dept.", PL. 5-1000. Mr. John Publicity: Toni Woodward, MU. 8-4905. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM
Sunday March 29 2:00 P.M. Brunch	MILLINERY AND FURS AT EASTER BRUNCH "Bracer and Pink Roses"--millinery by John Frederics; furs by Harry L. Hammer and jewelry by Marvella. Reservations--\$4.50; contact: Fernando, CI. 7-2700. Fashion Show Director: Peggy Cantor, MU. 9-8542.	JOHN FREDERICS; HARRY L. HAMMER	HOTEL WARWICK RALEIGH ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 31- April 9	PREVIEW OF FASHIONS IN FALL FABRICS Milliken will preview fashions made in all its fabrics for Fall, to resident buying office and store personnel, March 31, April 2, April 9 at 4:00 P.M.; April 1 and 8 at 2:30 P.M.; April 7 at 8:30 A.M. By invitation or appointment. Contact: Julie Buddy, Fashion Director, OX. 5-1200.	MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Saturday April 4- April 12	THIRD EDITION OF AUTOMOBILE SHOW Seven nations will display best in world's motor car output. The latest in motorcycles and motor scooters, automotive accessories, fuels and oils will also be featured. Hours: <u>Daily</u> --11:00 A.M. to 10:00 P.M.; <u>Sunday</u> --1:00 P.M. to 10:00 P.M. Prices: Adults--\$1.50; Children--75¢. Contact: David Jacobson, United Public Relations, 120 East 56th St., PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Friday April 10 8:00 P.M. Dinner- Dance	EIGHTH ANNUAL "APRIL IN PARIS" BALL "Paris Circus of the 18th Century"--Gala dinner-dance for the benefit of the French Hospital and the American French Foundation Charities. "Défilé de l'Elegance"--showing of fashions by leading couturiers of Paris and millinery by Parisian designers. Reservations--\$150.00 (including dancing and breakfast). Contact: Marion Ferry, EL. 5-5725.	AIR FRANCE; CARTIER; COTY	WALDORF-ASTORIA GRAND BALLROOM
Tuesday April 14 12:00 Noon Luncheon	FALL FABRICS AT LUNCHEON SHOW Co-Chmn: Vee Rafdal and Margaret Ingersoll. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday April 14 8:30 P.M. Dinner	BENEFIT DINNER- BALL Special ball for benefit of Gian Carlo Menotti's "Festival Of Two Worlds". Co-Chairmen: Mrs. Norris Darrell, Mrs. H. J. Heinz III, Mrs. Henry B. Hyde, Mrs. Nathan Milstein. Tickets: \$50.00. Publicity: Elizabeth O'Connor at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	SPOLETO FESTIVAL BALL	WALDORF-ASTORIA BALLROOM
Friday April 17 8:30 P.M. Dinner	BENEFIT DINNER AND BALL Benefit for Sister Elizabeth Kenny Foundation and UNISOMI. Co-Chairmen: Mrs. Thomas Bancroft, Jr., Mrs. Igor Cassini, Mrs. Richard C. Doane and Mrs. Clyde Newhouse. Tickets: \$50.00. Publicity: Elizabeth O'Connor at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	"DIABALLIQUE"	WALDORF-ASTORIA BALLROOM
April 22	PASSOVER--Begins Wednesday, at Sundown. <u>First Day Thursday, April 23.</u>		
Tuesday April 28 8:30 P.M. Dinner	DINNER-DANCE FOR BENEFIT OF HEART FUND "Heart Of America Ball" for benefit of the Heart Fund. Co-Chairmen: Mrs. Russell Forgan, Mrs. Thomas Hitchcock and Mrs. Lewis S. Rosensteil. Tickets: \$100. Publicity: Elizabeth O'Connor at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	"HEART OF AMERICA BALL"	HOTEL PLAZA BALLROOM
Sunday May 3- May 7	FALL AND WINTER SHOE FASHIONS The 22nd semi-annual showing of popular price shoes for men, women and children at N.Y. Trade Show Building, Hotels New Yorker and Sheraton-McAlpin. Co-Managers: Edward Atkins & Maxwell Field. Contact: MU.2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN

MUSIC...MOVIES...THEATRE

- Thursday
Feb. 26 OPENING "GOD AND KATE MURPHY" 54TH STREET THEATRE, 152 WEST 54TH STREET
Charles R. Wood, Carroll and Harris Masterson will present the Kiernan-Synge drama, starring Fay Compton with Mike Kellin, Larry Hagman, Maureen Delany. Director: Burgess Meredith. Sets and Lighting: Ben Edwards. Costumes: Betty Coe Armstrong. Publicity: Dorfman Associates, LO. 3-0858.
- Monday
March 2 NINETEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon., March 2: Wagner's LOHENGRIN. Tues., March 3: Mussorgsky's BORIS GODUNOV. Wed., March 4: Verdi's AIDA. Thurs., March 5: Berg's WOZZEK. Fri., March 6: Verdi's MACBETH. Sat. Mat., March 7: Wagner's DIE MEISTER VON NUERNBERG. Sat. Eve., March 7: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday
March 3 OPENING: "LOOK AFTER LULU" HENRY MILLER THEATRE, 124 WEST 43RD STREET
Noel Coward's adaptation of Georges Feydeau's comedy "Occupe-toi d'Amelie" (Take Care Of Emily), starring Roddy McDowall, Tammy Grimes, George Baker, presented by Playwrights Co., Charles Russell, Lance Hamilton and Gilbert Miller. Director: Cyril Ritchard. Sets and Costumes: Cecil Beaton. Publicity: William Fields, PL. 3-7500.
- Wednesday
March 4 PREMIERE: "NIGHT OF THE QUARTER MOON" (Movie) CAPITOL, B'WAY & 51ST STREET
Julie London, John Drew Barrymore, Agnes Moorehead and Nat King Cole will star in the MGM CinemaScope film about a marriage considered unacceptable in today's society. Producer: Albert Zugsmith. Director: Hugo Hass. Publicity: Dan Terrell, JU. 2-2000.
- Thursday
March 5 OPENING: "JUNO" WINTER GARDEN, B'WAY & 50TH STREET
Co-starring Shirley Booth and Melvyn Douglas with Jack MacGowan, the Playwrights Co., Oliver Rea and Oliver Smith will present the musical version of Sean O'Casey's play "Juno and the Paycock". Director: Jose Ferrer. Costumes: Irene Sharaff. Publicity: William Fields, PL. 3-7500.
- Tuesday
March 10
7:30 P.M. OPENING: "SWEET BIRD OF YOUTH" MARTIN BECK THEATRE, 302 WEST 45TH STREET
Tennessee Williams' new drama, starring Paul Newman, Geraldine Page and Sidney Blackmer with Rip Torn and Diana Hyland, presented by Cheryl Crawford. Director: Elia Kazan. Sets and Lighting: Jo Mielziner. Costumes: Anna Hill Johnstone. Geraldine Page's Costumes: Theoni Vachlioti Aldredgo. Publicity: Jacobson-Harmon, CH. 4-1482.
- Wednesday
March 11 OPENING: "A RAISIN IN THE SUN" ETHEL BARRYMORE THEATRE, 241 WEST 47TH ST.
Philip Rose and David Coogan will present the drama about a Chicago negro family and their struggle to achieve middle class living standards, starring Sidney Poitier with Claudia McNeil, Louis Grosset and John Fiedler. Director: Lloyd Richards. Sets: Ralph Alswang. Costumes: Virginia Volland. Publicity: Proctor-Dubeskey, MU. 7-5084.
- Thursday
March 12 OPENING: "FIRST IMPRESSIONS" ALVIN THEATRE, 250 WEST 52ND STREET
George Gilbert and Edward Specter Productions, Inc., will present the musical version of Jane Austen's novel "Pride and Prejudice", starring Polly Bergen, Farley Granger, Hermione Gingold, with Hiram Sherman, Donald Madden and Laurie Main. Adapted and Directed by Abe Burrows. Costumes: Alvin Colt. Publicity: John Toohey, CH. 4-5452.
- Friday
March 27 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE., & 49TH ST.
Tickets: \$2.00 - \$6.50 including tax. Publicity: William Fields, PL 3-7500.